

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
September 16, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Don Mushin	Hollywood Toyota
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederland Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Directors Absent	Ron Radachy, V.P.	Oasis of Hollywood
	Aziz Banayan	Algert Co., Inc.
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Jim McPartlin	W Hotel
	Monica Yamada	CIM Group, Inc.
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA
Guests	Galo Medina	
	John Lyons	Avalon
	Dave Zonn	Cerrell Associates

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 3:42 p.m.

II. Public Comment

Smith introduced to the board Galo Medina and John Lyons who have will be on the upcoming director's slate at the board's November annual meeting.

Dave Zonn from Cerrell Associates gave the board a brief overview of the 1601 Vine Project. The project is designed to be a first class office building targeted toward entertainment businesses. The developer is currently looking for letters of support from the community. If board members are interested in writing a letter Zonn encouraged them to contact him after the meeting.

III. Approval of Minutes

It was moved by John Tronson, seconded by Jose Malagon and CARRIED to approve the minutes from the Board's August 19, 2010 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report for August 31, 2010: Frank Stephan reviewed the report with the board and informed them that an influx of approximately \$15,000 from the city was recently received. Of the \$15,000, around \$8,000 may actually from the previous district and may be put toward the current side and backstreets tree planting project. More will be known in October or November when the property reconciliation report is received from the City Clerk.

It was moved by Jose Malagon, seconded by Nathan Korman and CARRIED to approve the Treasurer's Report from August 31, 2010. Unanimously approved.

V. Committee/Activity Reports

A. Streetscape Committee

1. Side and Backstreets Project Update: Sarah MacPherson reported that while the contractor was digging up the wells for the trees they ran into several spots which contained conduit. MacPherson is working with city inspectors to see if there is a way around the problem. In spite of having Dig Alert mark the area, it appears that several of the markings were improperly placed. Due to the error the expenses for the project may be more than originally budgeted.

2. Urban Design Guidelines General Discussion: MacPherson gave a brief overview on when the individual plans are expected to be released. The guidelines will first be reviewed by the planning commission, who will then give input to the CRA prior to their adoption.

3. Streets to Feet Project: Hollywood Community Studio will be closing Hudson Avenue and converting it into a pocket park for the period of September 17-23. Beginning tomorrow the HCS will be using the BID's tables and chairs to add décor to the area. Board members were encouraged to stop by and see the space before it returns back to its normal use.

4. ECCA Update: Both the City Council and CRA have met to discuss the possibility of installing grease interceptors in the alley for businesses to use. MacPherson

distributed to the board the draft property owner alert that will be distributed to all businesses alongside the alley letting them know that construction will soon be commencing and that business owners will need to remove any items that are currently in the alley.

B. Marketing Committee

1. Demographic Research Project Update: The Committee met this month and decided that a public version of the report will be available for general requests, as well as featured on the BIDs' websites. Morrison informed the committee that the two most common responses/complaints throughout the survey was "there is no parking in Hollywood" and, "Hollywood is dirty." Morrison, along with Leron Gubler, have left a memo with the CRA to see if it would be possible to use the money allocated toward façade improvements this year, toward a way finding signage initiative instead. Neelura said the CRA is looking into the request.

2. Visitors' Guide Update: Devin Strecker informed the board that the visitor's guides are complete and are currently being distributed.

3. Retail Recruitment Strategy Meeting: Morrison reported that the presentation she showed to the board last month was given to the CRA by John Tronson and Devin Strecker. Tronson said the presentation showed the need for an individual who would help with retail recruitment in Hollywood. Overall the meeting went well and Tronson thanked Neelura for her help in arranging it.

C. Security Committee

1. Security Committee Update: Tronson reported that this month's meeting had a low attendance, however things in Security are still going quite well. Andrews Internationals continues to provide great service the BID, and officers are currently undergoing training for tasers.

2. Hollywood Safe Sidewalks Initiative Update: Tronson informed the board that Mitch O'Farrell is diligently working on trying to connect with various city departments to ensure that sidewalk issues/complaints are being properly addressed and handled. The Hollywood costumed characters have filed a law-suit against the City. The characters are slowly starting to creep back out on the boulevard, but LAPD is continuing to monitor the situation. Morrison asked that board members continue to let both LAPD and Council President Garcetti know of their contentment with the situation and the enforcement efforts of the LAPD to ensure the sidewalk stays safe and accessible to all pedestrians.

3. Vine Metro Plaza: The Los Angeles Sheriff's Department has performed several undercover operations in the plaza that have been very successful. In the coming weeks Morrison will be sitting down with LAPD, LASD, and representatives from the W and Metro to develop a sustainable plan to continue on-going patrol of the plaza using the aforementioned agencies and the BID Security.

VI. Old Business

None

VII. New Business

None

VIII. Report from Executive Director

A. Proposed Corporation of Whistle Blower Policy: Morrison distributed the proposed policy to the board for review.

It was moved by Jan Martin, seconded by Tej Sundher and CARRIED to approve the proposed whistle blower employee policy. Unanimously approved.

B. Open House for New Office: Morrison invited the board the staff's office open house on October 7. Invites will be going out to all stakeholders later in the week.

C. CSH Grant to Support Hollywood 4WRD Staff: Morrison reported that the Corporation for Supportive Housing has just approved a \$50,000 grant that would allow Rudy Salinas to become the new Hollywood 4WRD Homeless Coordinator. Salinas will now be responsible for helping to coordinate the movement of individuals, identified during the April registry, from the streets to supportive housing facilities.

D. Homewalk: This year's United Way Homewalk will take place on Saturday, November 13 at Los Angeles Memorial Park.

E. PAL Dinner/LaBonge Lunch/Cirque Du Soleil Lunch: Smith reminded board members that the PAL Dinner will be taking place at the Music Box following today's board meeting. Additionally, board members have been invited to attend the Cirque Du Soleil lunch on Wednesday, September 22. Also, on September 23, the Chamber will be hosting the Tom LaBonge lunch at the Avalon. Tickets for this event can be purchased through the Hollywood Chamber of Commerce.

F. AMDA Event: Jan Martin invited all board members to attend AMDA's musical review this weekend, September 16-19. Show will begin each night at 8 p.m.

IX. Next Meeting

The next meeting is scheduled for Thursday, October 21 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:00 p.m.